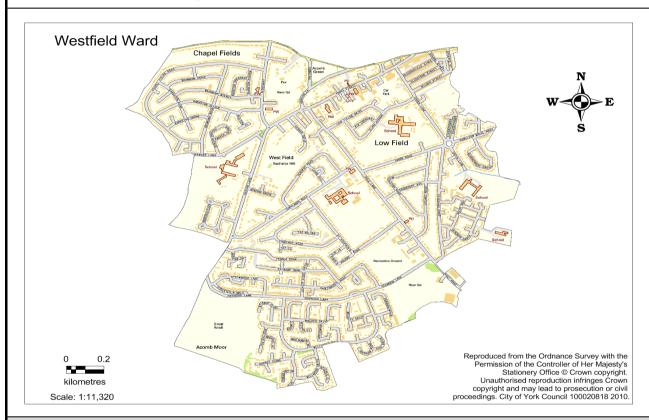


York Summary

- York has 209,893 residents with 5.7% from a black and minority ethnic community group. 83.9% are in good health, with 15.3% stating that they have some limitation in day to day activities.
- £691.90 was the Average Net Weekly Household Income in 2017/18 (£637.58 in 2015/2016).
- 66% own their own home, either outright or with a mortgage, 18% are private renters and 14% are social tenants. There are 7,540 Council Houses in York.
- 73.5% of residents have a Level 1 4 qualification, of which 62.9% are, at least, qualified to Level 2, but 18.0% have no qualifications at all.
- 12.4% of children are living in low income families (7.7% of children live in a household where a parent or guardian claims an out-of-work benefit) and there are 8.9% of households in fuel poverty.
- 3.5% of the working population (aged 16-64) claim out of work benefits (either Job Seekers Allowance or Universal Credit)



Ward Summary

- Westfield has 14,109 residents with 3.1% from a black and minority ethnic community group. 78.9% are in good health, with 18.8% stating that they have some limitation in day to day activities.
- £651.92 was the Average Net Weekly Household Income in 2017/18 (£594.62 in 2015/2016).
- 57% own their own home, either outright or with a mortgage, 9% are private renters and 32% are social tenants. There are 1,651 Council Houses in this ward, which is 21.90% of York's total.
- 63.6% of residents have a Level 1 4 qualification, of which 48.5% are, at least, qualified to Level 2, but 27.8% have no qualifications at all.
- 21.6% of children are living in low income families (15.1% of children live in a household where a parent or guardian claims an out-of-work benefit) and there are 8.6% of households in fuel poverty.
- 6.7% of the working population (aged 16-64) claim out of work benefits (either Job Seekers Allowance or Universal Credit)

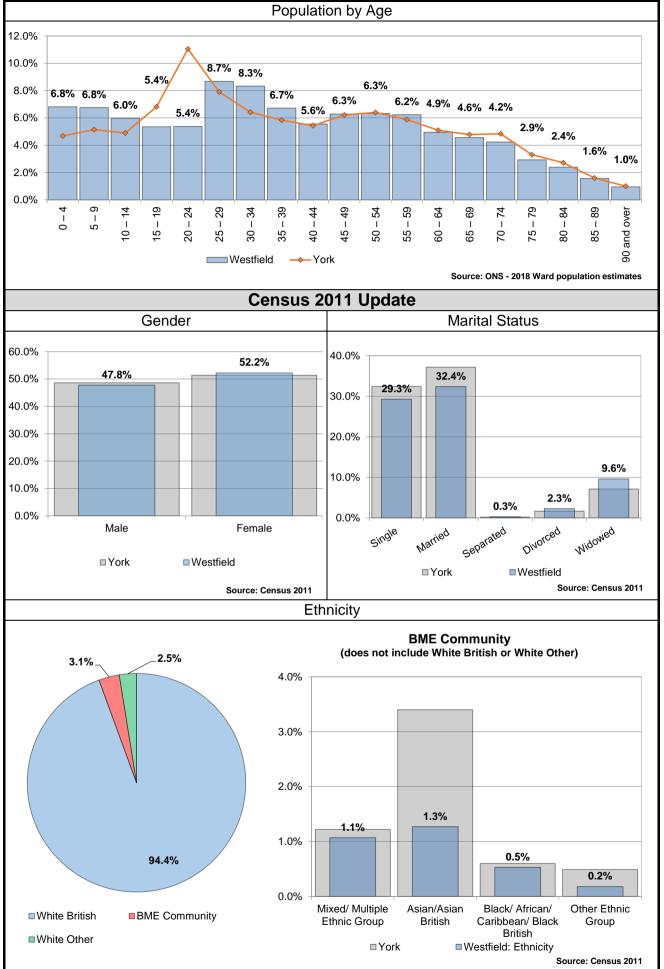


	Ward	performai	nce by ke	ey areas				
This is an "at a glance" summ	ary of perfo	rmance with	in the ward	l - more deta	ail is prov	rided later	in the pr	ofile.
Westfield Ward		Best Ward in York	Worst Ward in York	York Ward Average	Good	Area of concern	In Top 5 Wards	In Bottom 5 Wards
Economy						below the e ± 10%	P	ages 8 - 9
Universal Credit (out of work)	6.70%	2.10%	6.70%	3.30%	averag	<u> </u>		^
claimants Residents who agree the council and its partners are helping to create jobs in the city	13.33%	40.00%	0.00%	18.58%		•		
Residents who agree their skills and qualifications are suited to jobs available in York	44.44%	83.33%	36.36%	52.40%		•		
Business Startups:	l	T T		l				
Number (YTD) per 10,000 working age population (YTD)	69.0 77.7	99.0 116.0	29.6	45.2 73.9				
Poverty	l	<u> </u>			l		<u> </u>	Page 10
Fuel poverty (households)	8.59%	6.23%	15.33%	8.39%				
Children (aged 0- 15) living in low income families	21.60%	3.40%	22.30%	11.16%		•		•
Health and Wellbeing							Pag	es 12 - 15
Reception year obesity	14.50%	5.00%	14.50%	8.54%		•		•
Year 6 obesity	20.20%	8.00%	22.40%	15.21%		•		•
Male life expectancy	76.5	86.6	76.5	80.5				•
Female life expectancy	80.6	88.5	80.6	83.7				•
Emergency hospital admissions for children (per 1,000 population)	209.6	138.9	209.6	174.8		•		•
Elective hospital admissions	113.7	76.0	116.5	99.8		•		•
Emergency hospital admissions	127.3	80.6	127.3	99.2		•		•
Emergency hospital admissions for injuries resulting from a fall (over 65)	28.0	13.7	42.7	26.9				
Adult Social Care							Pag	es 16 - 17
Social Isolation	1.8	1.5	2.2	1.9				
Homecare hours (weekly average)	12.0	8.3	14.3	11.1				
Homecare clients (per 1,000 population)	8.4	1.5	12.5	5.4		•		•
Clients getting paid packages of care that are not residential/nursing care	157.0	207.0	17.0	77.4				
New customers requesting Adult Social Care support	76.0	87.0	14.0	44.4				
People supported to live independently through social services: packages of care	164.0	182.0	19.0	76.6				
intervention	80.0	105.0	11.0	42.5				
					<u></u>			

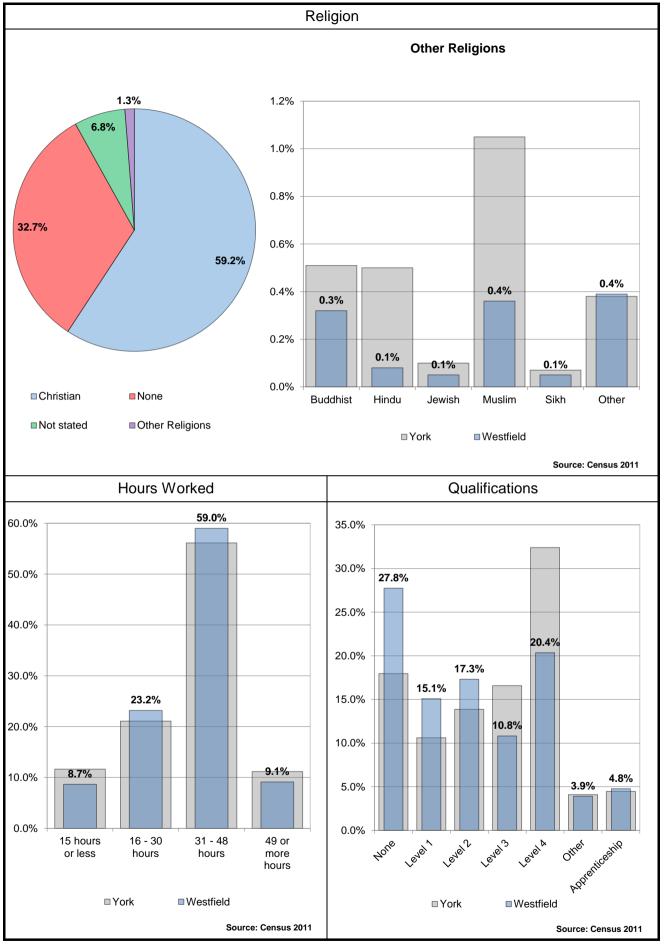


Public Realm Crime (per 1,000 population) 18.2 3.1 26.2 10.1 4 ASB (per 1,000 population) 13.6 3.1 28.0 9.7 ASS (per 1,000 population) 13.6 3.1 28.0 9.7 ASS (per 1,000 population) 13.6 3.1 28.0 9.7 ASS (per 1,000 population) 13.6 3.1 100.00% 60.00% 78.47% 60.00% 60.00% 78.47% 60.00% 60.00% 78.47% 60.00% 6	This is an "at a glance" summa	ary of perfo	rmance with	in the ward	l - more det	ail is prov	vided later	in the pr	ofile.
Public Realm Sest Ward in York South	Ward			Ward		Pe	rformance	e (latest da	ata)
Crime (per 1,000 population) 18.2 3.1 26.2 10.1 ASB (per 1,000 population) 13.6 3.1 28.0 9.7 • • • • • • • • • • • • • • • • • •					Ward	Good		5	Bottom
ASB (per 1,000 population) 13.6 3.1 28.0 9.7 ♣ Residents who think that hate crime is not a problem in their cocal area as a place to laive 71.43% 100.00% 60.00% 78.47% 60.00al area Residents who agree that York is a safe city to live in, relatively free from crime and violence Street cleaning - Number of issues reported - Litter 24.0 N/A N/A 11.2 Street cleaning - Number of issues reported - Litter 24.0 N/A N/A 11.2 Street cleaning - Number of issues reported - Litter 25.47% 42.40% 12.84% 22.83% ● Defects (Grade 1) % of road area that is Structurally lampaired (Grade 5) Schools and Educational Attainment Primary school pupils claiming Free School Meals Secondary school pupils claiming Free School Meals Key Stage 2 Attainment 54.05% 89.29% 50.68% 69.13% ◆ Askey Stage 2 Attainment 59.88% 100.00% 59.68% 75.81% ◆ ♣ Travel time (in minutes) by public transport / walking to nearest Page 2 Primary school 9.7 6.3 13.0 9.1 Primary school of the incora area as a place to live Residents agree their local area as a place to live Residents and agree that they belong to their local area as a place to live Residents and agree that they can influence decisions in their local area as an incora and accordance area (and and young peeple to grow up Residents who agree that they can influence decisions in their local area (and in their local	Public Realm							Pa	ge 18 - 19
Residents who think that hate crime is not a problem in their cocal area Residents who agree that York is a safe city to live in, relatively free from crime and violence Street cleaning - Number of issues reported - Litter Street cleaning - Number of issues reported - Litter Street cleaning - Number of issues reported - Litter Street cleaning - Number of issues reported - Faeces 10.0 N/A N/A 11.2 Street cleaning - Number of issues reported - Faeces 10.0 N/A N/A 5.8 Sisues reported - Faeces 10.0 N/A N/A 11.58 Sisues reported - Faeces 10.0 N/A N/A 11.58 Sisues reported - Faeces 10.0 N/A N/A 11.50% Schools and Educational Attainment Primary school pupils claiming Free School Meals Secondary school pupils claiming Primary school pupils claiming Primary school pupils claiming 10.0 N/A N/A 11.50% Secondary school 11.9 9.1 33.4 18.8 Sister	Crime (per 1,000 population)	18.2	3.1	26.2	10.1		•		•
100.00% 60.00% 78.47% 100.00% 80.00% 78.47% 100.00% 80.00% 78.47% 100.00% 80.00% 78.47% 100.00% 80.00% 78.47% 100.00% 80.00% 78.47% 100.00% 80.00% 78.47% 100.00% 80.00% 79.47% 100.00% 80.00% 79.47% 100.00% 80.00% 79.47% 100.00% 80.00% 79.47% 100.00% 80.00% 79.47% 100.00% 80.00% 79.47% 100.00% 80.00% 79.47% 100.00% 80.00% 79.47% 100.00% 80.00% 100.00% 80.00% 100.00% 80.00% 100.00% 80.18% 100.00% 100.00% 100.00% 100.00% 100.00% 100.00% 100.0	ASB (per 1,000 population)	13.6	3.1	28.0	9.7		•		•
a safe city to live in, relatively free from crime and violence Street cleaning - Number of Issues reported - Litter Street cleaning - Number of Issues reported - Litter Street cleaning - Number of Issues reported - Fances 10.0 N/A N/A 11.2 Street cleaning - Number of Issues reported - Fances 10.0 N/A N/A 5.8 Street cleaning - Number of Issues reported - Fances 10.0 N/A N/A 5.8 Street cleaning - Number of Issues reported - Fances 10.0 N/A N/A 5.8 Street cleaning - Number of Issues reported - Fances 10.0 N/A N/A 5.8 Street cleaning - Number of Issues reported - Fances 10.0 N/A N/A 5.8 Street cleaning - Number of Issues reported - Fances 10.0 N/A N/A 5.8 Street cleaning - Number of Issues reported - Fances 10.0 N/A N/A 5.8 Street cleaning - Number of Issues reported - Fances 10.0 N/A N/A 5.8 Street cleaning - Number of Issues reported - Fances 10.0 N/A N/A 5.8 Street cleaning - Number of Issues reported - Pances 10.0 N/A N/A 5.8 Street cleaning - Number of Issues reported - Pances 10.0 N/A N/A 5.8 Street cleaning - Number of Issues reported - Pances 10.0 N/A N/A 5.8 Street cleaning - Number of Issues reported - Pances 10.0 N/A N/A 5.8 Street cleaning - Number of Issues reported - Pances 10.0 N/A N/A 5.8 Street cleaning - Number of Issues reported - Pances 10.0 N/A N/A 12.84% 22.83% Street cleaning - Number of Issues reported - Pances 10.0 N/A N/A 12.84% 9.10% Street cleaning - Number of Issues Reported - Pances 10.0 N/A N/A 12.84% 9.10% Street cleaning - Number of Issues Reported - Number o	Residents who think that hate crime is not a problem in their local area	71.43%	100.00%	60.00%	78.47%				
issues reported - Litter 10.0	a safe city to live in, relatively free from crime and violence	71.43%	100.00%	54.55%	79.19%				
Street cleaning - Number of issues reported - Faeces 10.0 N/A N/A 5.8		24.0	N/A	N/A	11.2				
% of road area that is Free From Defects (Grade 1) % of road area that is Structurally Impaired (Grade 5) % of road area that is Structurally Impaired (Grade 5) % of road area that is Structurally Impaired (Grade 5) % of road area that is Structurally Impaired (Grade 5) % of road area that is Structurally Impaired (Grade 5) % of road area that is Structurally Impaired (Grade 5) % of road area that is Structurally Impaired (Grade 5) % of road area that is Structurally Impaired (Grade 5) % of road area that is Structurally Impaired (Grade 5) % of road area that is Structurally Impaired (Grade 5) % of road area that is Structurally Impaired (Grade 5) % of road area that is Structurally Invalidation I	Street cleaning - Number of	10.0	N/A	N/A	5.8				
Impaired (Grade 5)	% of road area that is Free From Defects (Grade 1)	25.47%	42.40%	12.84%	22.83%				
Primary school pupils claiming Free School Meals 23.00% N/A N/A 12.14% Secondary school pupils claiming Free School Meals 21.80% N/A N/A 11.50% Key Stage 2 Attainment 54.05% 89.29% 50.68% 69.13% ◆ Key Stage 4 Attainment 59.68% 100.00% 59.68% 75.81% ◆ Travel time (in minutes) by public transport / walking to nearest Page 2 GP 9.9 8.2 29.1 17.6 ◆ Hospital 38.7 12.9 58.9 34.8 ◆ Primary school 9.7 6.3 13.0 9.1 9.1 Secondary school 11.9 9.1 33.4 18.8 ◆ Broadband coverage and speeds Page 2 Average download speed (Mb/s) 235.5 338.2 36.6 134.0 ◆ Superfast availability 99.80% 100.00% 83.18% 94.27% ◆ Residents Engagement Pages 22 - 2 2 2 2 2	% of road area that is Structurally Impaired (Grade 5)	9.83%	3.66%	12.88%	9.10%				
Free School Meals Secondary school pupils claiming Free School Meals Secondary school pupils claiming Free School Meals Key Stage 2 Attainment 54.05% 89.29% 50.68% 69.13% Key Stage 4 Attainment 59.68% 100.00% 59.68% 75.81% Travel time (in minutes) by public transport / walking to nearest Page 2 GP 9.9 8.2 29.1 17.6 Hospital 38.7 12.9 58.9 34.8 Primary school 9.7 6.3 13.0 9.1 Secondary school 11.9 9.1 33.4 18.8 Page 2 Average download speed (Mb/s) Superfast availability 99.80% 100.00% 83.18% 94.27% Resident Engagement Residents satisfied with their local area as a place to live Residents who agree that they belong to their local area is a good place for children and young people to grow up Residents who agree that they can influence decisions in their local area Residents who agree that they can influence decisions in their local area Residents who agree that they can influence decisions in their local area Free School Meals N/A N/A N/A 11.5.0% 69.13	Schools and Educational Attainment Page 20								
Free School Meals Key Stage 2 Attainment 54.05% 89.29% 50.68% 69.13% ★ Travel time (in minutes) by public transport / walking to nearest Page 2 GP 9.9 8.2 29.1 17.6 ★ Hospital 38.7 12.9 58.9 34.8 ▼ Primary school 9.7 6.3 13.0 9.1 Secondary school 11.9 9.1 33.4 18.8 ▼ Page 2 Average download speed (Mb/s) Superfast availability 99.80% 100.00% 83.18% 94.27% Resident Engagement Residents satisfied with their local area as a place to live Residents who agree that they belong to their local area is a good place for children and young people to grow up Residents who agree that they can influence decisions in their local area Key: Good performance Area of concern	Primary school pupils claiming Free School Meals	23.00%	N/A	N/A	12.14%				
Key Stage 4 Attainment 59.68% 100.00% 59.68% 75.81% ◆ Travel time (in minutes) by public transport / walking to nearest Page 2 GP 9.9 8.2 29.1 17.6 ● ● Hospital 38.7 12.9 58.9 34.8 ● ● Primary school 9.7 6.3 13.0 9.1 ■ ● Secondary school 11.9 9.1 33.4 18.8 ● ● Broadband coverage and speeds Page 2 Average download speed (Mb/s) 235.5 338.2 36.6 134.0 ● ■ Superfast availability 99.80% 100.00% 83.18% 94.27% ● ■ Resident Engagement Pages 22 - 2 Residents satisfied with their local area as a place to live 66.67% 100.00% 66.67% 86.13% ● ● Residents agree their local area is a good place for children and young people to grow up Frace of concern ● ● Residents who agree that they can influence	Secondary school pupils claiming Free School Meals	21.80%	N/A	N/A	11.50%				
Travel time (in minutes) by public transport / walking to nearest GP 9.9 8.2 29.1 17.6 Hospital 38.7 12.9 58.9 34.8 Primary school 9.7 6.3 13.0 9.1 Broadband coverage and speeds Page 2 Average download speed (Mb/s) Superfast availability 99.80% 100.00% 83.18% 94.27% Pages 22 - 2 Resident Engagement Residents satisfied with their local area as a place to live Residents who agree that they belong to their local area as Residents agree their local area as agod place for children and young people to grow up Residents who agree that they can influence decisions in their local area Residents who agree that they can influence decisions in their local area Good performance Area of concern	Key Stage 2 Attainment	54.05%	89.29%	50.68%	69.13%		•		•
Secondary school 9.9 8.2 29.1 17.6	Key Stage 4 Attainment	59.68%	100.00%	59.68%	75.81%		•		•
Hospital 38.7 12.9 58.9 34.8	Travel time (in minutes) by publ	ic transpo	rt / walking	to nearest					Page 21
Primary school 9.7 6.3 13.0 9.1 Secondary school 11.9 9.1 33.4 18.8 ■ Broadband coverage and speeds Average download speed (Mb/s) Superfast availability 99.80% 100.00% 83.18% 94.27% Resident Engagement Residents satisfied with their local area as a place to live Residents who agree that they belong to their local area as a good place for children and young people to grow up Residents who agree that they can influence decisions in their local area Residents who agree that they can influence decisions in their local area Good performance 9.7 6.3 13.0 9.1 10.0 0	GP	9.9	8.2	29.1	17.6				
Secondary school 11.9 9.1 33.4 18.8 ■ ■ ■ ■ ■ ■ ■ ■ ■	Hospital	38.7	12.9	58.9	34.8		•		
Broadband coverage and speeds Average download speed (Mb/s) Superfast availability 99.80% 100.00% 83.18% 94.27% Pages 22 - 2 Resident Engagement Residents satisfied with their local area as a place to live Residents who agree that they belong to their local area Residents agree their local area as a good place for children and young people to grow up Residents who agree that they can influence decisions in their local area Broadband coverage and speeds 388.2 36.6 134.0 Pages 22 - 2 86.67% 100.00% 66.67% 86.13% 69.18% 69.18% 40.00% 100.00% 46.67% 76.98% Area of concern Area of concern	Primary school	9.7	6.3	13.0	9.1				
Average download speed (Mb/s) Superfast availability 99.80% 100.00% 83.18% 94.27% Pages 22 - 2 Resident Engagement Residents satisfied with their local area as a place to live Residents who agree that they belong to their local area as agood place for children and young people to grow up Residents who agree that they can influence decisions in their local area Key: Good performance 388.2 36.6 134.0 66.67% 80.13% 66.67% 80.13% 69.18% 69.18% 69.18% 69.18% Area of concern	Secondary school	11.9	9.1	33.4	18.8				
Superfast availability 99.80% 100.00% 83.18% 94.27% Pages 22 - 2 Resident Engagement Residents satisfied with their local area as a place to live Residents who agree that they belong to their local area Residents agree their local area is a good place for children and young people to grow up Residents who agree that they can influence decisions in their local area Residents who agree that they Solution of the property of	Broadband coverage and speed	ls	'				•		Page 22
Resident Engagement Residents satisfied with their local area as a place to live Residents who agree that they belong to their local area as a good place for children and young people to grow up Residents who agree that they can influence decisions in their local area 100.00%	Average download speed (Mb/s)	235.5	338.2	36.6	134.0				
Residents satisfied with their local area as a place to live Residents who agree that they belong to their local area Residents agree their local area is a good place for children and young people to grow up Residents who agree that they can influence decisions in their local area 100.00%	Superfast availability	99.80%	100.00%	83.18%	94.27%				
local area as a place to live Residents who agree that they belong to their local area Residents agree their local area is a good place for children and young people to grow up Residents who agree that they can influence decisions in their local area 100.00%	Resident Engagement							Pag	es 22 - 23
Residents who agree that they belong to their local area Residents agree their local area is a good place for children and young people to grow up Residents who agree that they can influence decisions in their local area Key: Good performance 66.67% 100.00% 44.44% 69.18% 76.98% 76.98% Area of concern	Residents satisfied with their	66.67%	100.00%	66.67%	86.13%		•		•
Residents agree their local area is a good place for children and young people to grow up Residents who agree that they can influence decisions in their local area 100.00%	Residents who agree that they	66 67%	100.00%	AA AA9A	60 199/				
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can influence decisions in their 13.33% 40.00% 0.00% 24.64%	is a good place for children and young people to grow up	50.00%	100.00%	46.67%	76.98%		•		•
	Residents who agree that they can influence decisions in their local area	13.33%	40.00%	0.00%	24.64%		•		•
Further information about the ward is available at: Westfield Ward	Key: ■ Good performance ◆ Area of concern								
	Further information about the ward is available at: Westfield Ward								

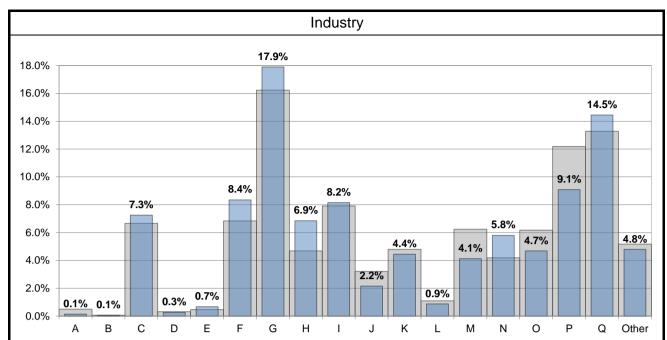










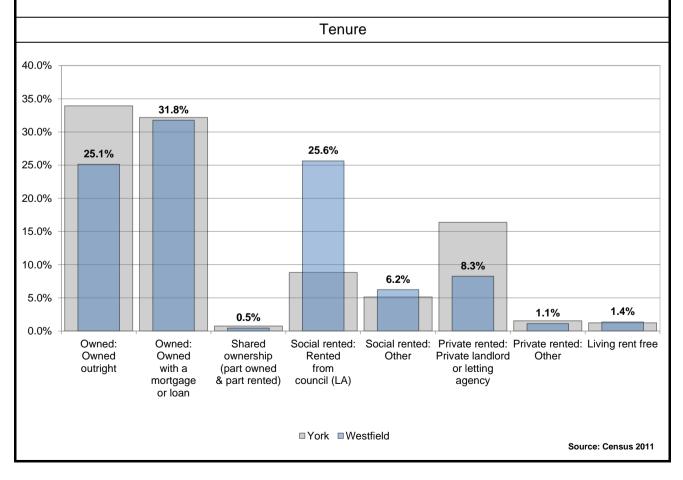


A: Agriculture, forestry and fishing, B: Mining and quarrying, C: Manufacturing, D: Electricity, gas, steam and air conditioning supply, E: Water supply; sewerage, waste management and remediation activities, F: Construction

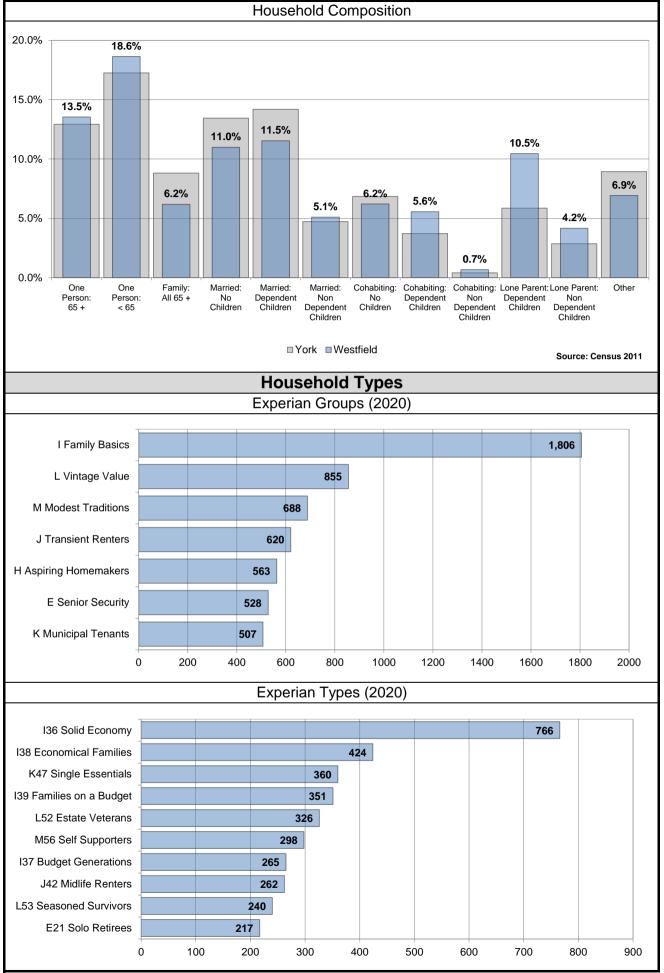
G: Wholesale and retail trade; repair of motor vehicles and motor cycles, H: Transport and storage, I: Accommodation and food service activities, J: Information and communication, K: Financial and insurance activities, L: Real estate activities

M: Professional, scientific and technical activities, N: Administrative and support service activities, O: Public administration and defence; compulsory social security, P: Education, Q: Human health and social work activities

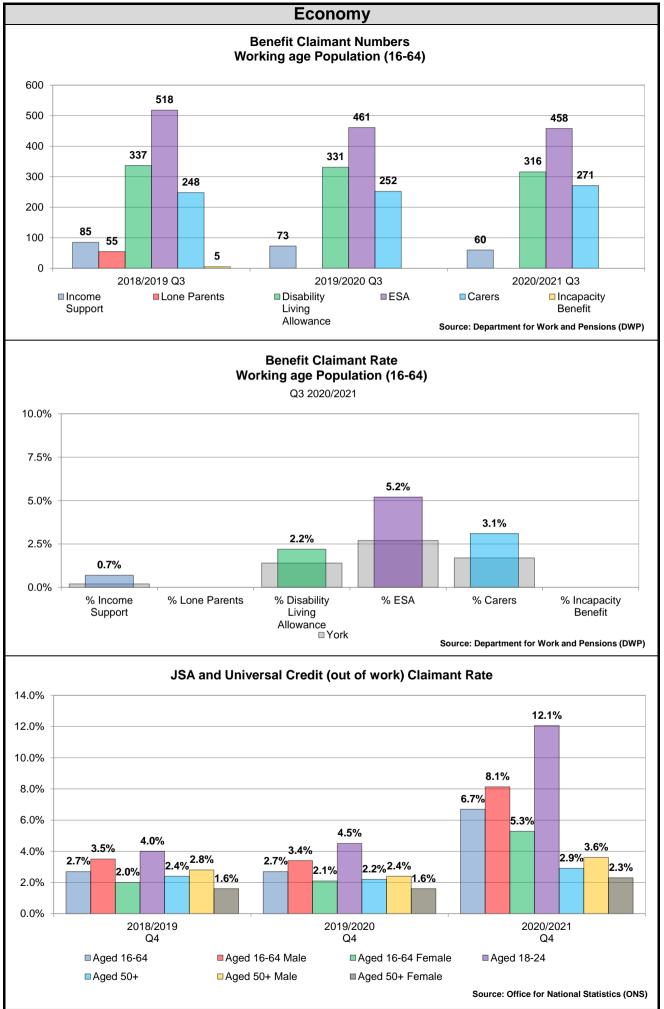
■York ■Westfield Source: Census 2011



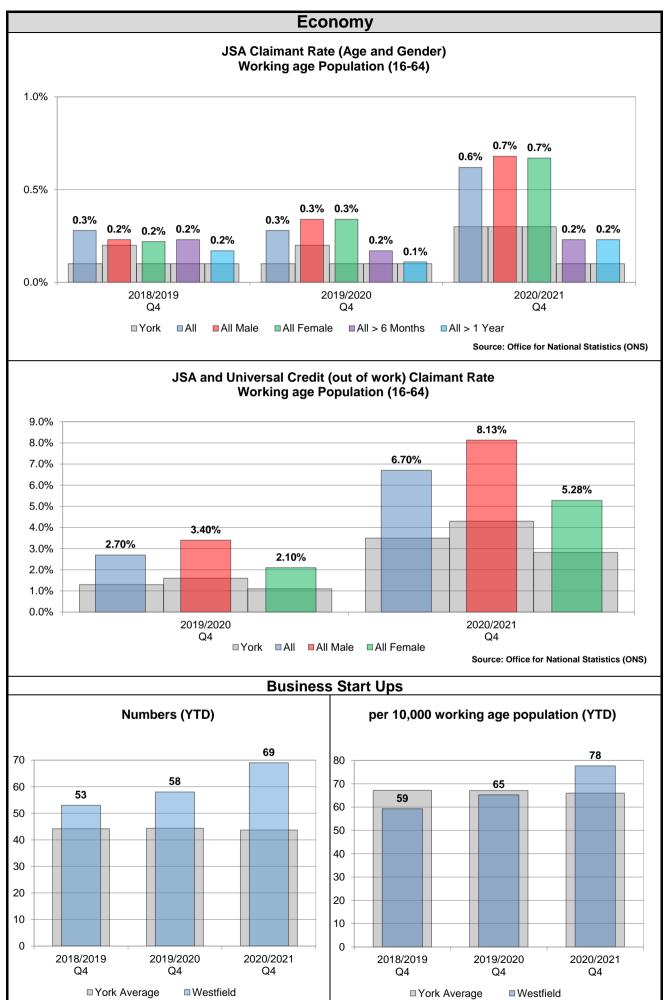












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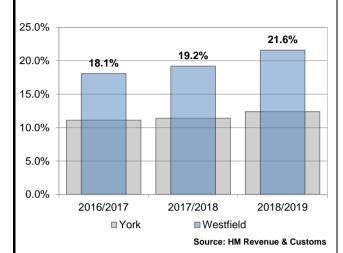
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Child Poverty

The proportion of children (under 16) who are living in families whose reported income is less than 60 per cent of UK median income

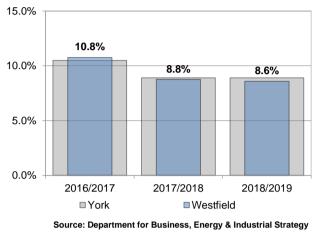


Fuel Poverty

The Low Income High Costs indicator is a twin indicator consisting of:
• the number of households that have both low incomes and high fuel

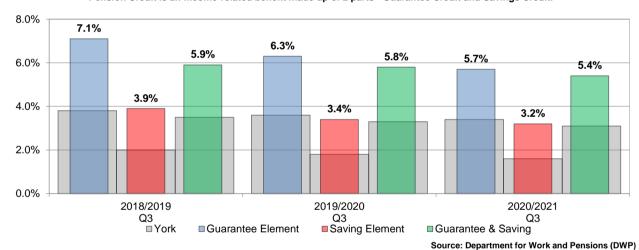
• the depth of fuel poverty amongst these fuel poor households.

This is measured through a fuel poverty gap which represents the difference between the required fuel costs for each household and the median required fuel costs.



Pension Credit

Pension Credit is an income-related benefit made up of 2 parts - Guarantee Credit and Savings Credit.

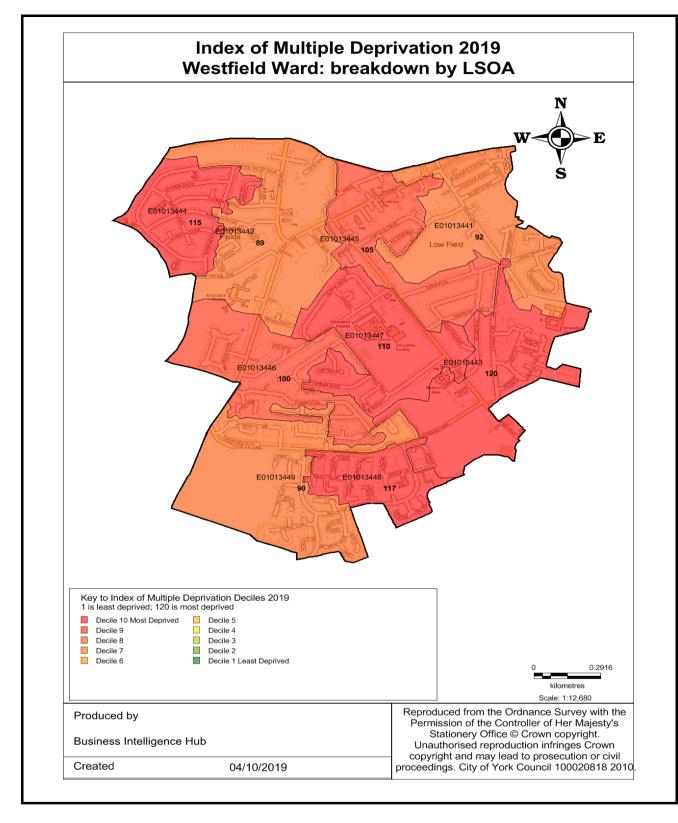


Indices of Multiple Deprivation

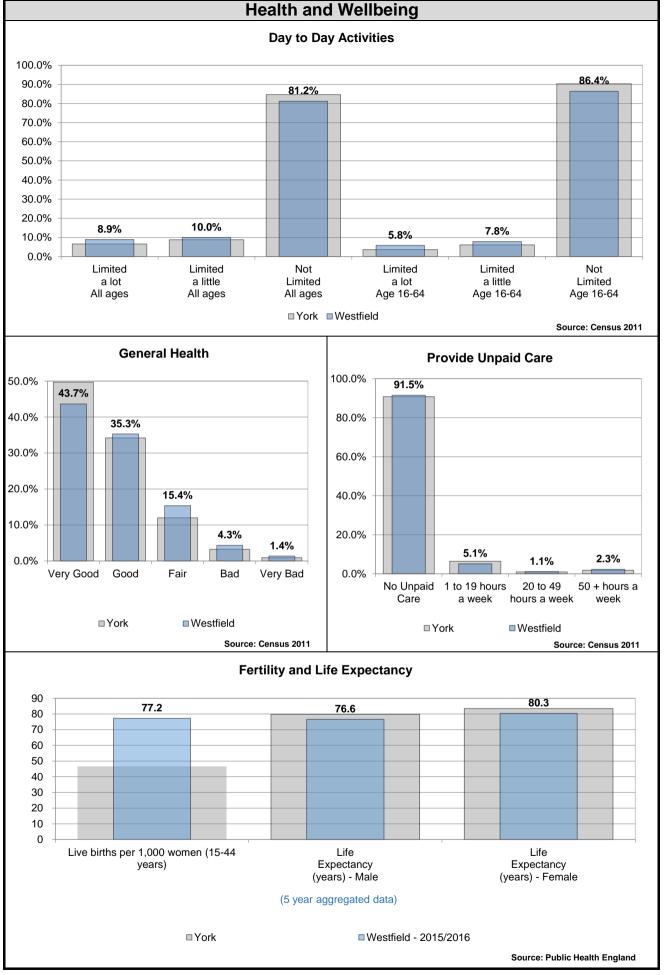
The IMD measures and rates a number of different domains affecting quality of life including income, employment, education and skills, health and disability, crime, barriers to services and quality of living environments. **A high score is**



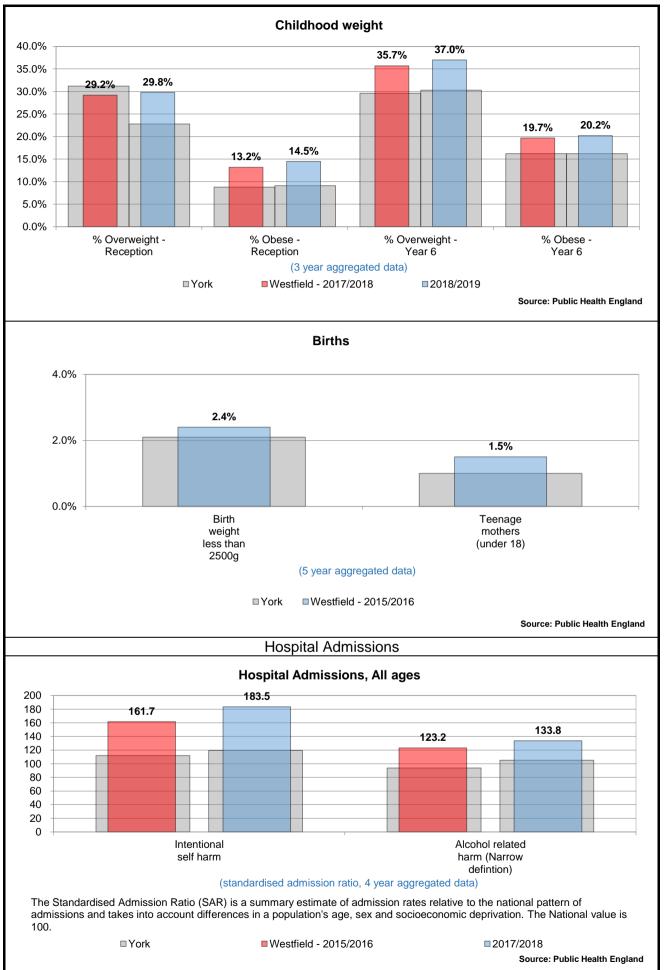




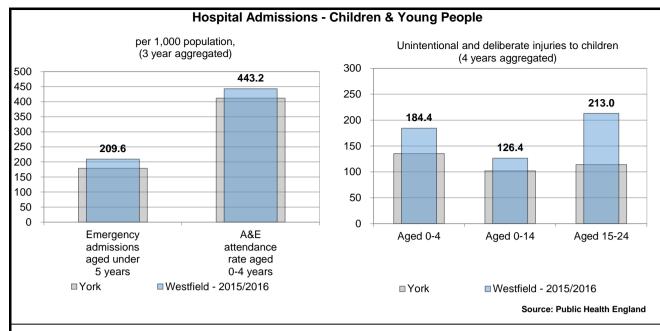


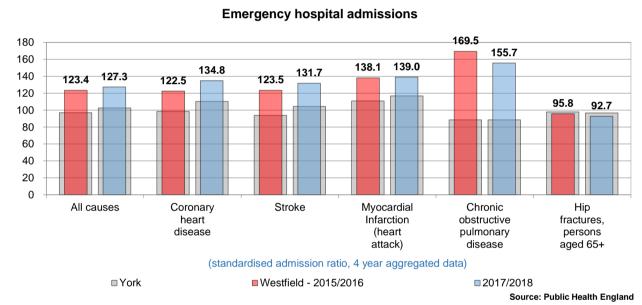






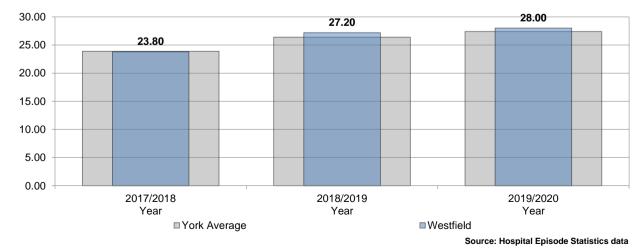




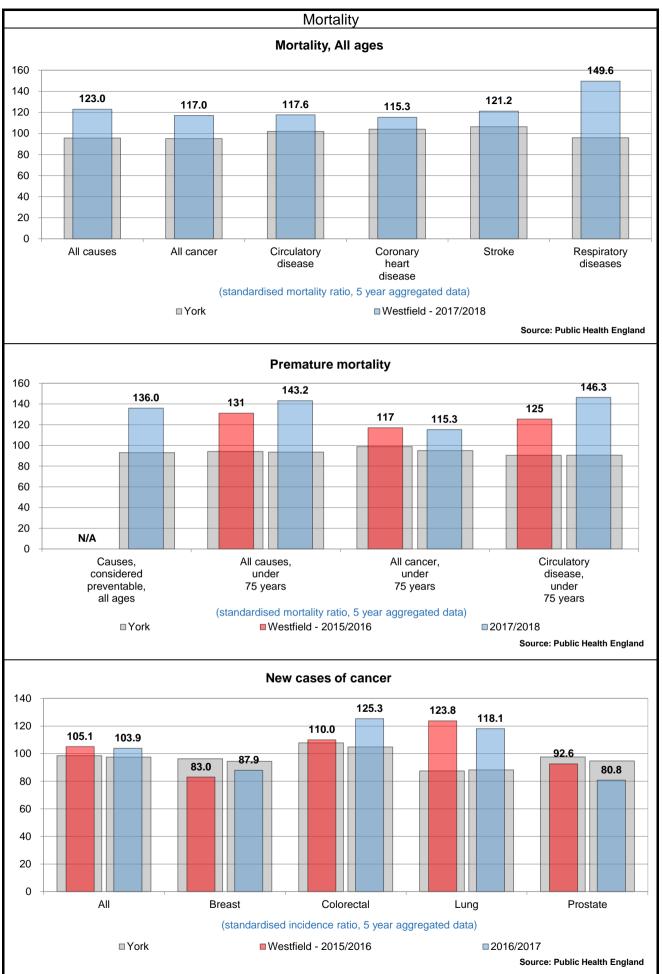


Emergency hospital admissions for injuries resulting from a fall (over 65), per 1,000 population

Falls data: the figures given here are taken from Hospital Episode Statistics data, which takes the number of those aged 65 or over being admitted to hospital on a non-elective basis at least once in each year as a result of a fall and divides it by the number of those of that age group resident in each ward to give a rate per 1,000 population.









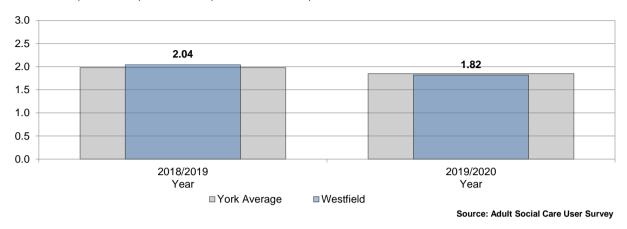


Social isolation

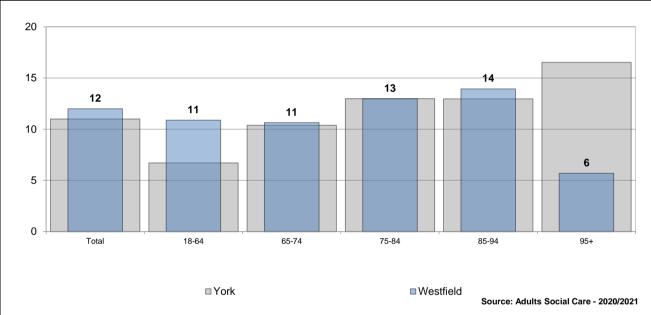
Social isolation: This is based on respondents to two questions on the Adult Social Care Survey regarding social contact and how time is spent.

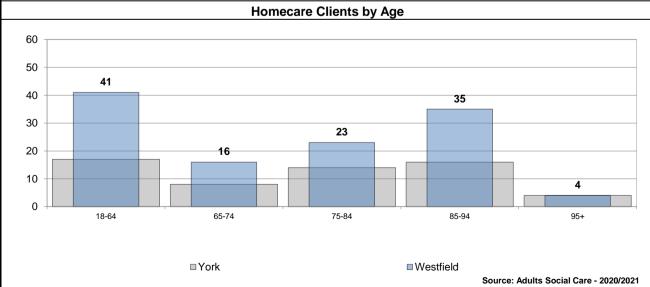
A score of 1 indicates that the respondent has plenty of social contact and that they spend their time doing things they enjoy A score of 4 indicates that the respondent feels socially isolated and that they don't feel they do anything of value with their time.

The mean of all respondents' responses to both questions is the score presented here.

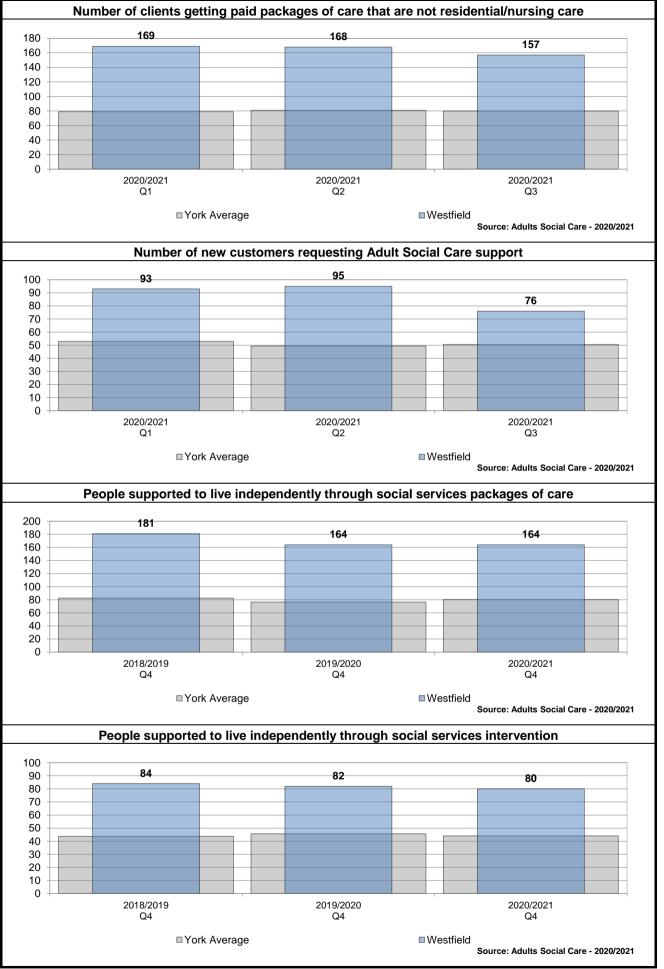


Average Weekly Homecare Hours by Client Age

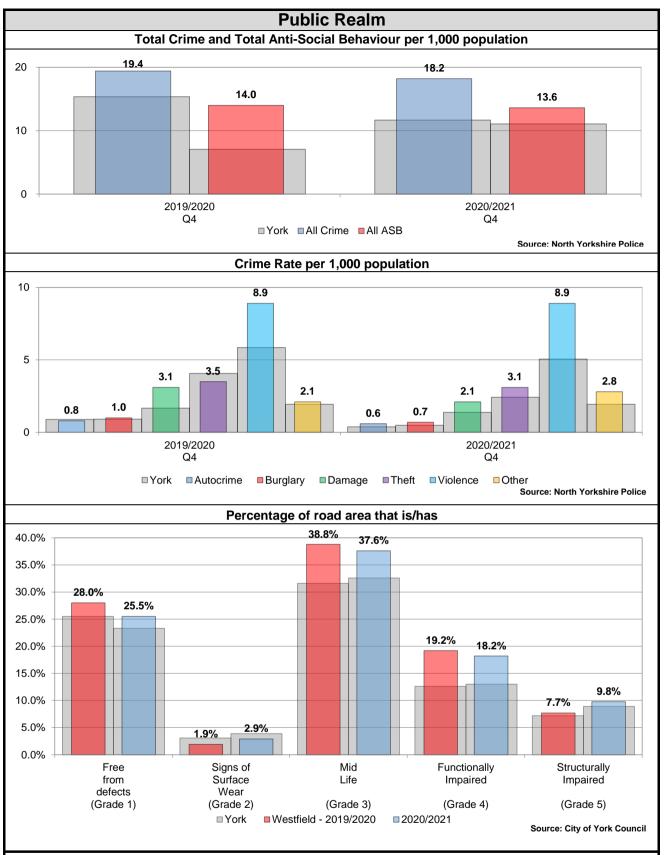




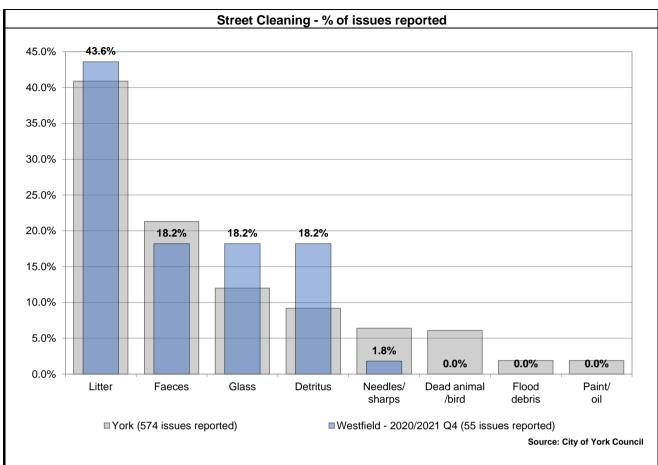


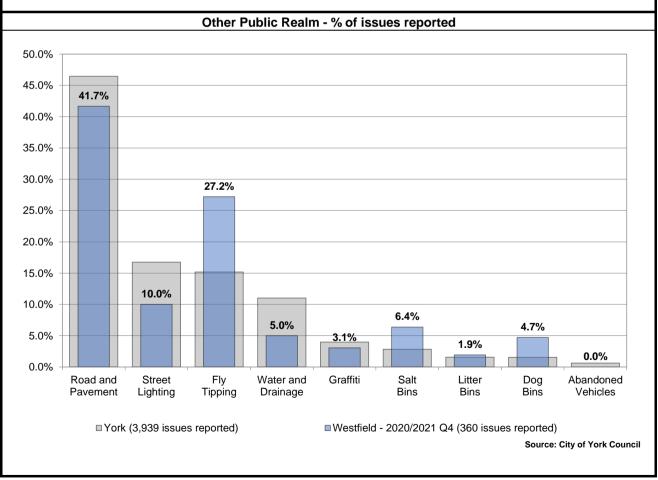














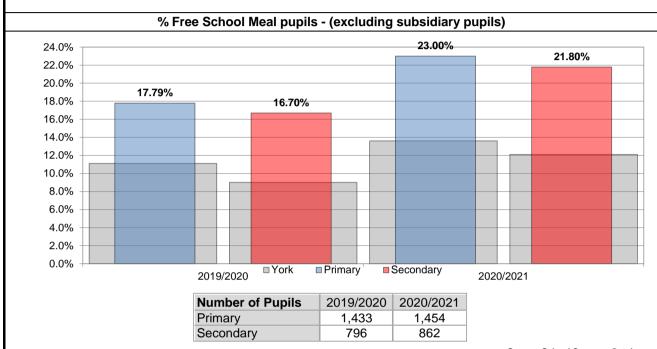
Education and Schools

The following school catchment areas are part of Westfield Ward:

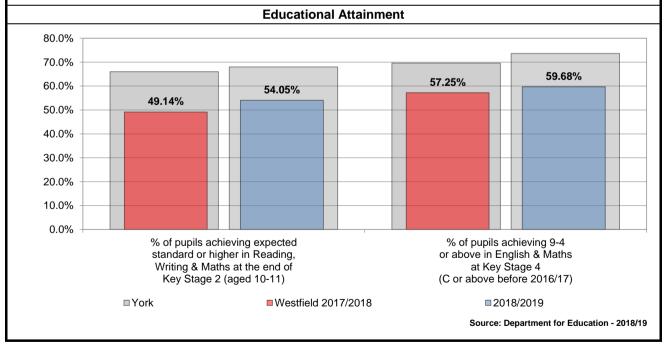
Primary: Acomb School, Hob Moor, Westfield and Woodthorpe.

Secondary: York High.

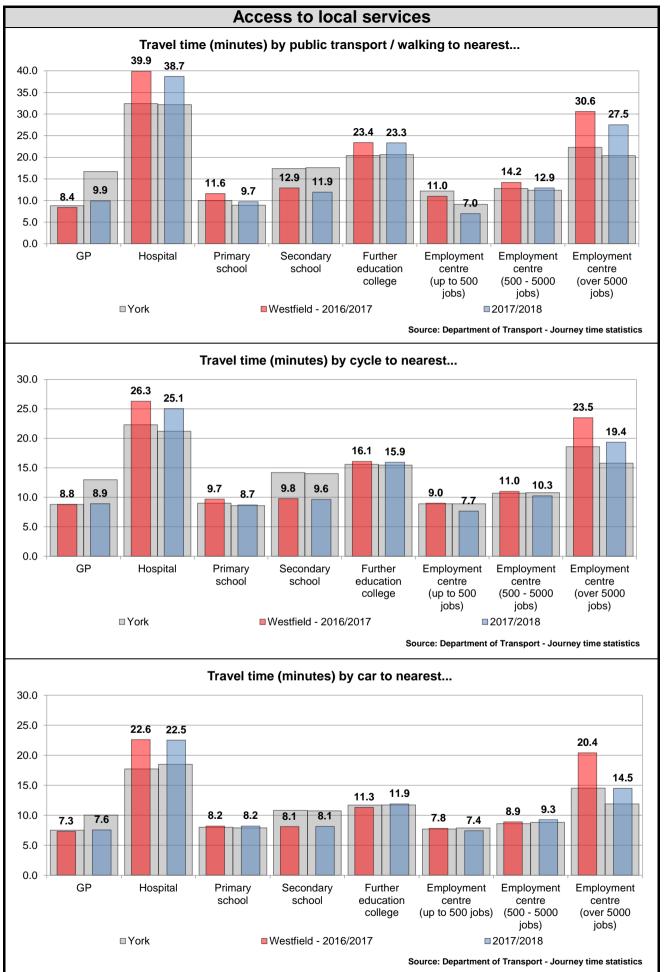
The following data only relates to those pupils, from this ward, who attend York Schools.



Source: School Census - October









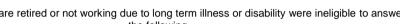
Broadband coverage and speeds

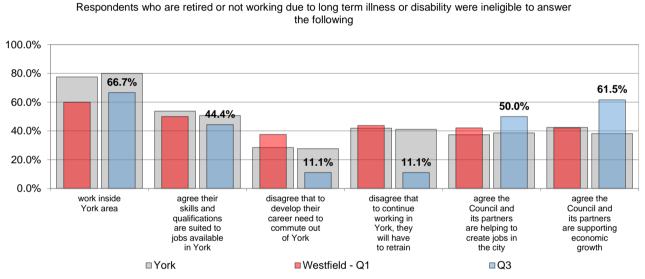
In March 2017 the UK Government introduced the Universal Service Obligation (USO) for broadband as part of its commitment in the UK Digital Strategy to ensure that the UK has world-class digital connectivity and inclusion.

Measure	Westfield	York	Summary
Average download speed (Mb/s)	235.49	147.10	faster than the York average
Superfast broadband availability	99.80%	94.13%	better than the York average
Connections receiving:			
slowest speeds (under 2 Mb/s)	0.00%	0.04%	lower than the York average
slower speeds (under 10 Mb/s)	0.00%	0.81%	lower than the York average
superfast speeds (over 30 Mb/s)	99.88%	93.35%	higher than the York average
	•	•	·

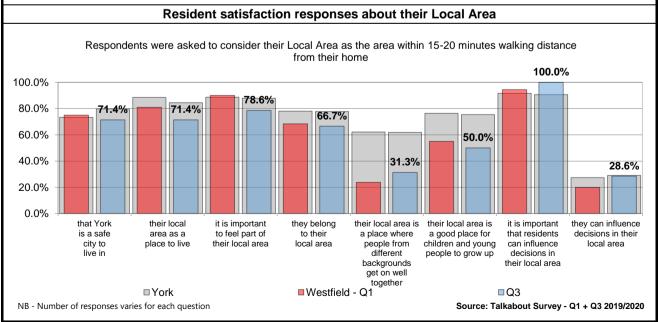
This data is based on analysis of Ofcom's Connected Nations data for 2020/2021. Ofcom collected and analysed data from major fixed telecoms operators (BT, Virgin Media, Sky, Talk Talk, Vodafone and KCOM). The availability data also includes coverage information provided by alternative network providers (B4RN, BU-UK, City Fibre, Gigaclear, Hyperoptic, ITS and Relish). Due to variations in broadband performance over time, Ofcom cautions that the data should not be regarded as a definitive and fixed view of the broadband nfrastructure but rather a snapshot of current variation in availability and performance across the country. Due to privacy concerns Ofcom did not present the information in postcodes with fewer than four broadband connections.

Resident Engagement Resident responses about the Local Economy

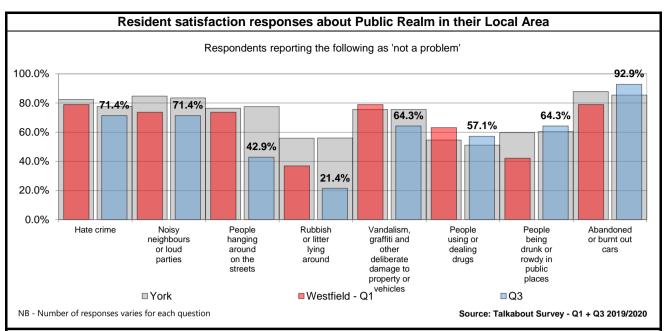


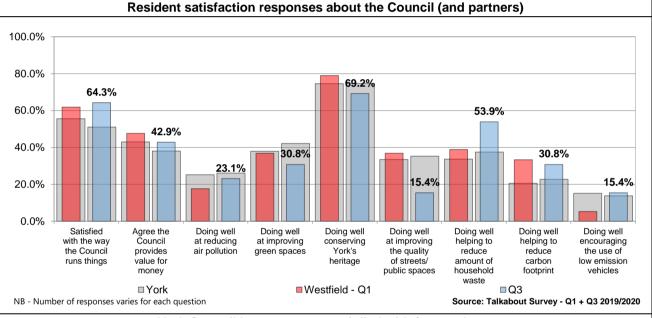


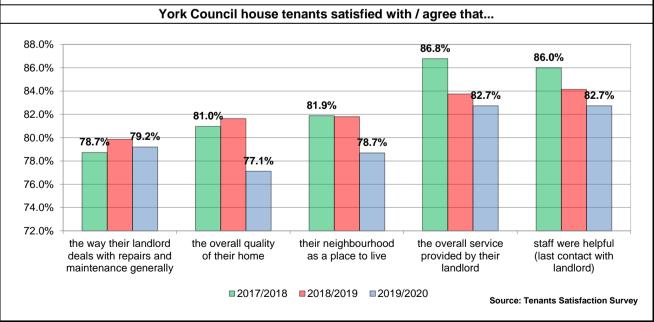
NB - Number of responses varies for each question Source: Talkabout Survey - Q1 + Q3 2019/2020



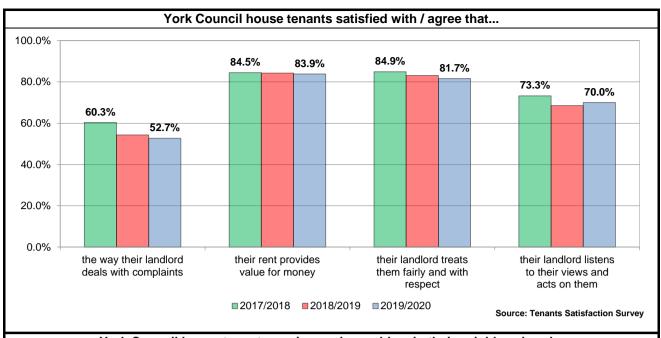


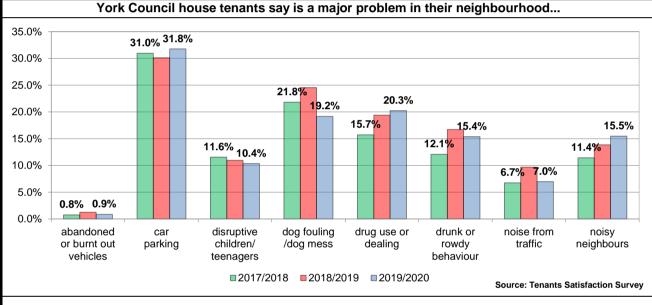


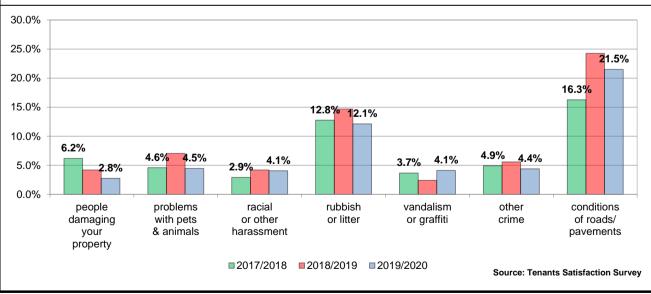














Experian Groups

I Family Basics

Families with lots of children, council/ha tenants, low discretionary income, low affluence, internet via smartphone.

L Vintage Value

Retired singles, council/ha tenants, no qualifications, low discretionary income, low-tech households.

M Modest Traditions

Homeowners, no children, established in community, low discretionary income, watch tv.

J Transient Renters

Young singles and homesharers, millennials, rent low value terraces, internet via smartphone, high social networking.

H Aspiring Homemakers

Families with young children, 3 bedrooms, high outstanding mortgages, internet via smartphone, texts and photos on smartphone.

E Senior Security

Retired singles and couples, pre-war generation, established in community, low internet use, have wills.

K Municipal Tenants

Council/HA flats, densely populated, no qualifications, low discretionary income, low environmental impact gap.

Experian Types

136 Solid Economy

Council/HA tenants, school-age children, no qualifications, low discretionary income, standard current/savings account.

I38 Economical Families

Families with many children, low value terraces, low to mid household income, low discretionary income, internet via smartphone.

K47 Single Essentials

Council/HA tenants, low value, 1 bed flats, no qualifications, low discretionary income, unemployed.

I39 Families on a Budget

Single parents, lots of school-age children, council/ha tenants, unemployed, very low income.

L52 Estate Veterans

Retired singles, council/ha tenants, no qualifications, very low discretionary income, established in community.

M56 Self Supporters

Middle-aged singles, no children, low value, terraced houses, low discretionary income, access internet from home.

I37 Budget Generations

Families with teenage/adult children, 3 bedrooms, low outstanding mortgage, low discretionary income, order from takeaways.

J42 Midlife Renters

Singles and homesharers, no children, rent terraced houses, work full-time, internet via smartphone.

L53 Seasoned Survivors

Retired singles, pre-war generation, no qualifications, worked in metals and mining, fuel and water poverty.

E21 Solo Retirees

Retired singles, no qualifications, own mid-value semis, low income, water poverty.